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Statistical handbook  
1966.







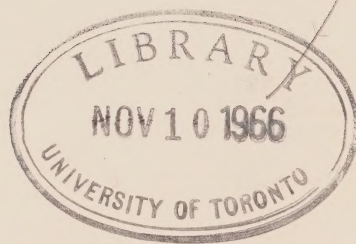
Government  
Publications



# Statistical Handbook 1966 Ontario Department of Tourism & Information

Prepared by the  
Travel Research Branch





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# ESTIMATE OF TOTAL TOURIST EXPENDITURE IN ONTARIO—1965

ORIGIN	<i>Amount 1965</i>
U.S. and Other Foreign countries- - - - -	\$ 399 million*
Other Canadian provinces - - - - -	\$ 75 million†
Ontario residents - - - - -	\$1,010 million†
<hr/>	
<i>Total Tourist Expenditure - - - - -</i>	<i>\$1,484 million</i>

Source: \* Dominion Bureau of Statistics (Subject to revision)

† Ontario Department of Tourism and Information (Subject to revision)

TOURIST EXPENDITURE IN CANADA AND ONTARIO BY U.S. AND OVERSEAS TOURISTS  
(IN MILLIONS OF DOLLARS) 1959-1965

YEAR	U.S. Tourist Expenditures in Canada †	Ontario Per cent of Total †	U.S. Tourist Expenditures in Ontario	Index 1959 = 100	Overseas Tourist Expenditures in Canada †	* Ontario Per cent of Total	Overseas Tourist Expenditures in Ontario	GRAND TOTAL
	(1)	(2)	(3)	(3) = 100	(4)	(5)	(6)	(3) + (6) = (7)
1959 - -	\$351.1	52.7%	\$185.0	100.0%	\$40.0			
1960 - -	375.1	55.6	208.6	112.8	45.0			
1961 - -	435.3	56.0	243.8	131.8	47.0			
1962 - -	512.4	53.5	274.1	148.2	50.0	40%	\$20.0	\$294.1
1963 - -	548.9	55.2	303.0	163.8	60.0	40	24.0	327.0
1964 - -	590.0	56.5	333.4	180.2	72.0	40	28.8	362.2
1965 (Est)	650.0	56.0	364.0	196.8	87.0	40	34.8	398.8

\* Estimated (Subject to revision)

† Source: Dominion Bureau of Statistics



NUMBER OF NON-IMMIGRANTS AND NUMBER OF PASSENGER CARS ENTERING ONTARIO FROM U.S.A.  
1950, 1955 AND 1960-1965  
SHOWING U.S.A. POPULATION 1960 and 1965—AND U.S. TOURIST EXPENDITURE IN ONTARIO, 1960-1965

YEAR	(1) U.S.A. Population	Index 1960 = 100%	(2) Number of U.S. Visitors*	(2) PASSENGER CARS				(2) U.S. Tourist Expenditures in Ontario (in millions of dollars)	Index 1960 = 100%
				All Passenger Cars †	Index 1960 = 100%	Cars			
						Stopping 2 or more nights	Index 1960 = 100%		
1950			15,802,639	4,614,314	N.A.				
1955			19,216,246	5,441,902	591,142				
1960	179,323,000	100.0%	20,001,680	5,670,555	100.0%	811,725	100.0%	\$208.6	100.0%
1961			20,681,378	5,933,566	104.64	873,624	107.63	\$243.8	116.9
1962			21,252,433	6,136,655	108.22	911,406	112.28	\$274.1	131.4
1963			21,627,127	6,438,265	113.54	983,226	121.13	\$303.0	145.3
1964			22,302,847	6,896,788	121.62	1,066,572	131.40	\$333.4	159.8
1965	195,630,000	109.1%	23,235,281	7,143,530	125.98	1,140,410	140.49	\$364.0	174.5

Note: \*—In this total are included commuters from U.S.A. to Ontario

†—Including taxis and commuters

Sources: (1) U.S. Department of Labor Publication

(2) Dominion Bureau of Statistics

NUMBER OF NON-IMMIGRANTS AND NUMBER OF PASSENGER CARS  
ENTERING ONTARIO FROM U.S.A., 1950, 1955 AND 1960-1965

YEAR	<i>Visitors*</i>	<i>PASSENGER CARS</i>	
		<i>All Passenger Cars †</i>	<i>Cars stopping 2 or more nights</i>
1950 - - - - -	15,802,639	4,614,314	N.A.
1955 - - - - -	19,216,246	5,441,902	591,142
1960 - - - - -	20,001,680	5,670,555	811,725
1961 - - - - -	20,681,378	5,933,566	873,624
1962 - - - - -	21,252,433	6,136,655	911,406
1963 - - - - -	21,627,127	6,438,265	983,226
1964 - - - - -	22,302,847	6,896,788	1,066,572
1965 - - - - -	23,235,281	7,143,530	1,140,410

Source: Dominion Bureau of Statistics

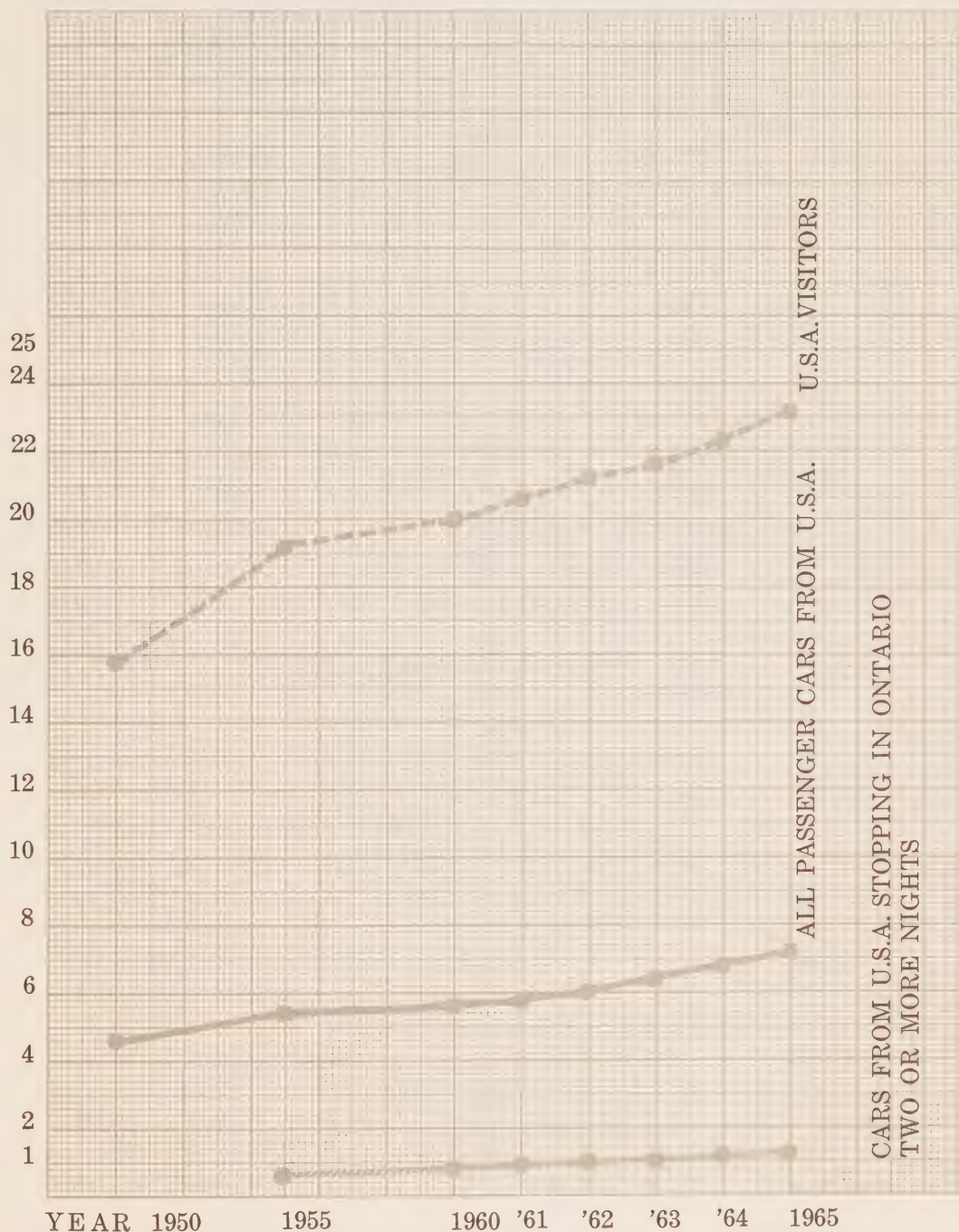
\*Note: In this total are included commuters from U.S.A. to Ontario.

†Note: Including taxis and commuters.



# NUMBER OF NON-IMMIGRANT VISITORS AND NUMBER OF PASSENGER CARS ENTERING ONTARIO FROM U.S.A. (1950, 1955, 1960-1965)

Number of Non-Immigrant Visitors and Number of Passenger Cars Entering Ontario  
In Millions



PASSENGER CARS VISITING ONTARIO  
ON CUSTOMS PERMITS FOR TWO OR MORE NIGHTS,  
FROM CONTINENTAL UNITED STATES,  
BY SELECTED STATES—1964

STATES	<i>Number of Passenger Cars to Ontario for two or more nights</i>	<i>Per- centage</i>
New York - - - - -	264,151	24.77
Pennsylvania - - - - -	75,916	7.11
New Jersey - - - - -	28,186	2.64
Massachusetts - - - - -	16,736	1.57
Wisconsin - - - - -	26,301	2.47
Illinois - - - - -	50,549	4.74
Michigan - - - - -	322,073	30.20
Indiana - - - - -	22,520	2.11
Ohio - - - - -	119,681	11.22
Minnesota - - - - -	32,808	3.08
TOTAL—10 States - - - - -	958,921	89.91%
Rest of U.S.A. - - - - -	107,651	10.09%
GRAND TOTAL - - - - -	1,066,572	100.00%

Source: Dominion Bureau of Statistics "Travel Between Canada and Other Countries, 1964," Table 9 (Cat. 66-201)



METHOD OF TRAVEL  
OF TOURISTS VISITING IN ONTARIO, 1964:

Car - - - -	82.2%
Plane - - - -	1.1%
Bus - - - -	1.6%
Train - - - -	1.4%
Boat - - - -	1.6%
Other - - - -	12.1%

Source: Dominion Bureau of Statistics

VISITORS TO ONTARIO GOVERNMENT RECEPTION  
CENTRES 1950, 1955, 1960-1965

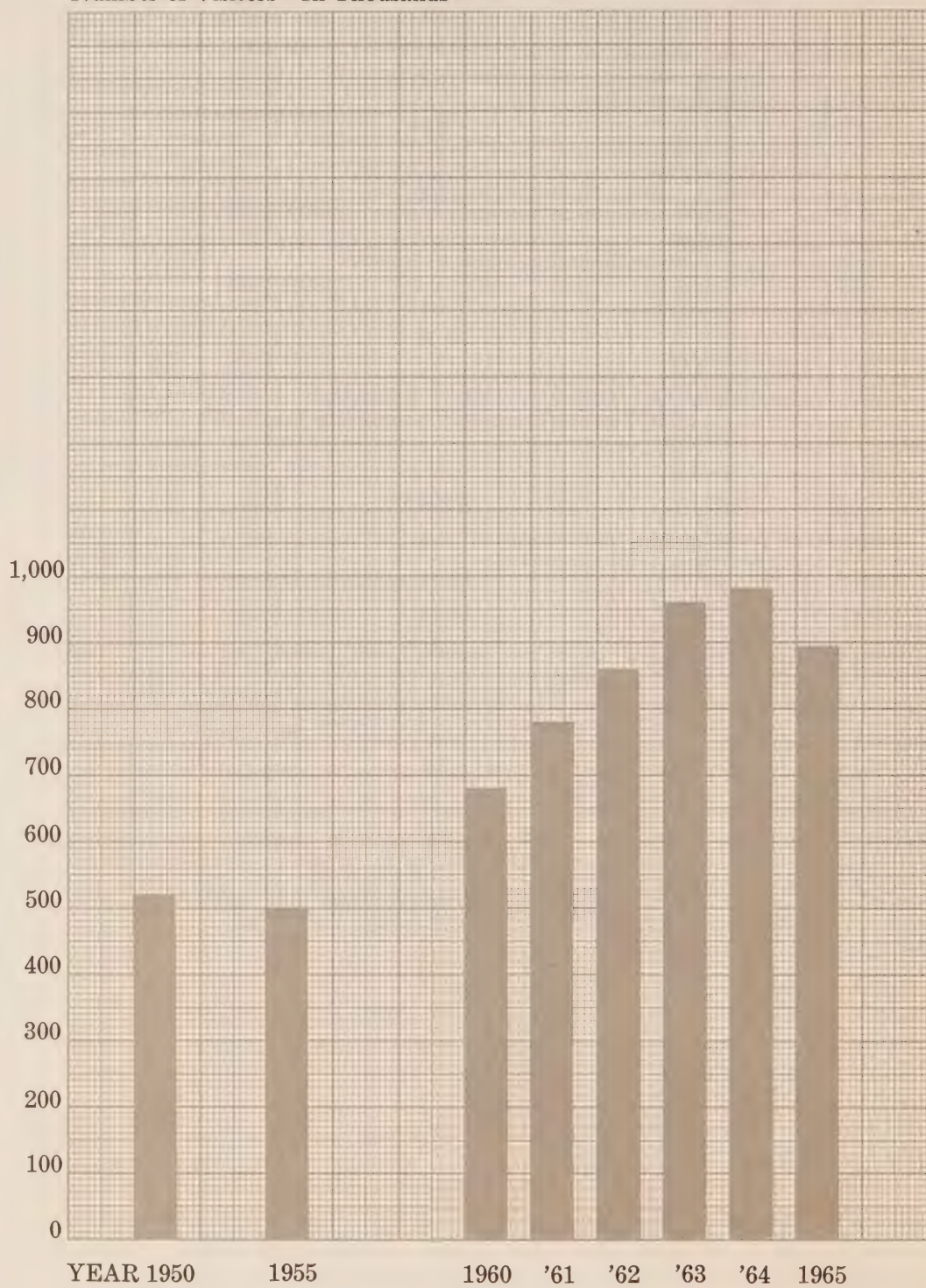
YEAR	<i>Total</i>
1950 - - -	517,385
1955 - - -	500,966
1960 - - -	680,276
1961 - - -	785,051
1962 - - -	860,526
1963 - - -	968,120
1964 - - -	985,883
1965 - - -	898,539

Source: Ontario Department of Tourism and Information  
Annual Reports for the Years 1950 to 1965

# VISITORS TO ONTARIO GOVERNMENT RECEPTION CENTRES

1950, 1955, 1960 - 1965

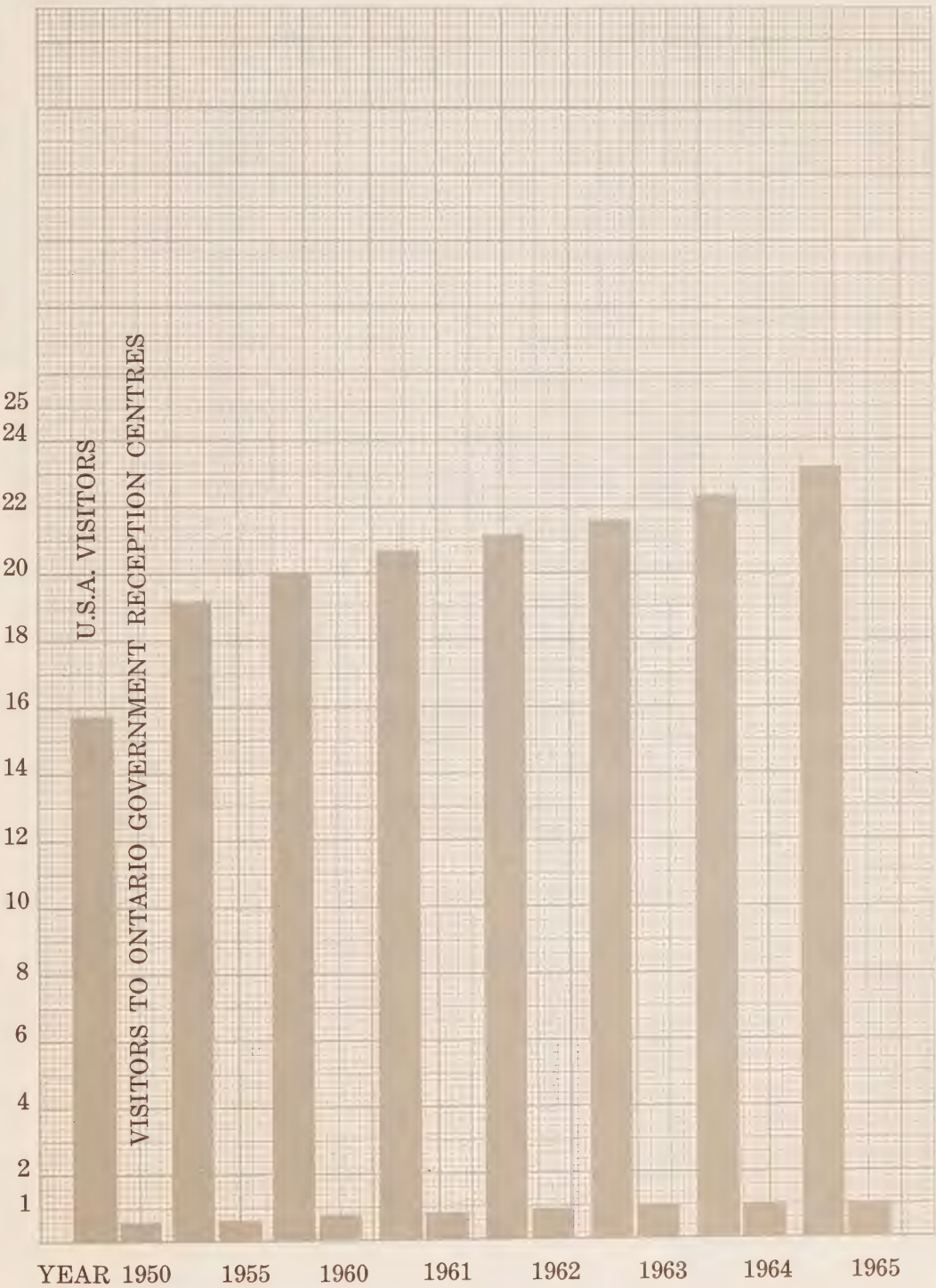
Number of Visitors—In Thousands





# NON-IMMIGRANT U.S.A. VISITORS TO ONTARIO AND VISITORS TO ONTARIO GOVERNMENT RECEPTION CENTRES—1950, 1955, 1960-1965

Million



VISITORS TO ONTARIO GOVERNMENT RECEPTION  
CENTRES, BY CENTRE, 1965

CENTRE	<i>Number of Visitors</i>	<i>Per-centage</i>
Kenora - - - - -	34,881	3.88
Fort Frances - - - - -	27,356	3.04
Rainy River - - - - -	4,090	0.46
Pigeon River - - - - -	30,079	3.35
Sault Ste Marie - - - - -	39,906	4.44
Point Edward - - - - -	161,273	17.95
Windsor (Tunnel) - - - - -	84,337	9.39
Windsor (Bridge) - - - - -	48,365	5.38
Fort Erie - - - - -	32,479	3.61
Niagara Falls - - - - -	108,015	12.02
Homer (St. Catharines) - - - - -	52,516	5.84
Lakeland (Barrie) - - - - -	70,122	7.80
1,000 Islands Bridge - - - - -	80,498	8.96
Johnstown (Prescott) - - - - -	11,562	1.29
Cornwall - - - - -	77,342	8.61
Hawkesbury - - - - -	7,956	0.89
Lancaster - - - - -	27,762	3.09
TOTAL - - - - -	898,539	100.0%

Source: Ontario Department of Tourism and Information  
Report for the year 1965



NUMBER OF PROVINCIAL PARKS IN ONTARIO AND NUMBER OF VISITORS, 1957-1965

YEAR	Number of Provincial* Parks in Ontario (1)			Number of Visitors	No. of Visitors to Parks Operated by St. Lawrence Parks Commission	Total	Percentage Increase or Decrease on Total
1957	-	-	-	2,114,661			
1958	-	-	-	3,232,460			
1959	-	-	-	5,106,352			
1960	-	-	-	5,692,578	699,588	6,392,166	
1961	-	-	-	6,215,370	1,054,740	7,270,110	+ 14%
1962	-	-	-	7,820,994	1,336,604	9,157,598	+ 26%
1963	-	-	-	8,526,443	1,527,424	10,053,867	+ 10%
1964	-	-	-	9,139,975	1,633,784	10,773,759	+ 7%
1965	-	-	-	8,875,668	1,489,516	10,365,184	- 4%

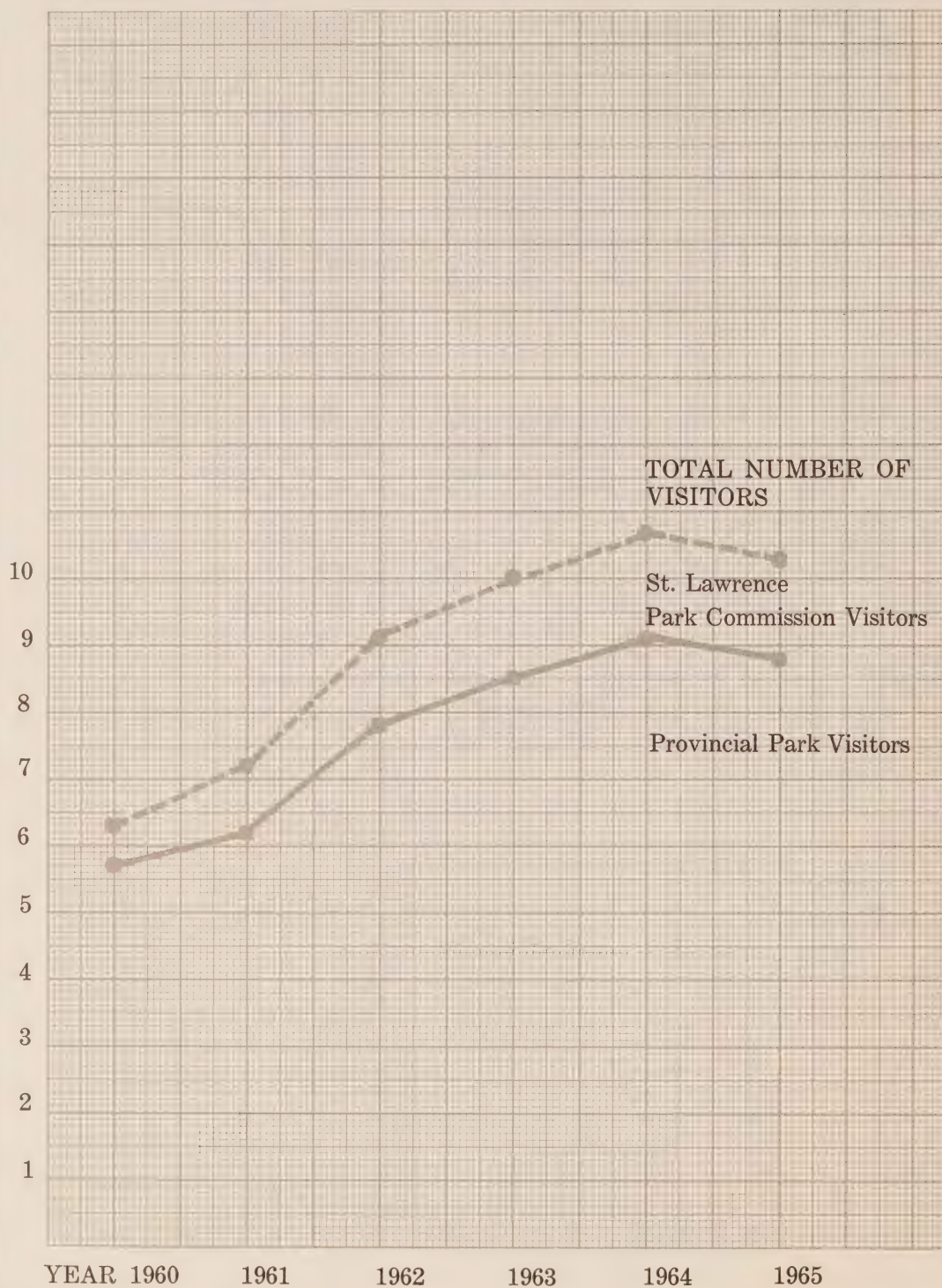
\* Parks controlled by the Ontario Department of Lands and Forests

(1) Note: Small, unattended parks do not record visitors and are not included in these figures

# VISITORS TO PROVINCIAL PARKS IN ONTARIO

1960-1965

In Millions of Visitors





VISITORS TO FORT HENRY  
AND UPPER CANADA VILLAGE  
Attendance—Mid-May to Mid-October  
1961, 1964 AND 1965

	<i>Estimated Number of Persons</i>		
	<i>1961</i>	<i>1964</i>	<i>1965</i>
Fort Henry - - - - -	153,073	184,474	207,238
Upper Canada Village - - -	212,489	217,464	224,600
Total—Historic Sites - - -	365,562	401,938	431,838

Source: St. Lawrence Parks Commission Annual Report, 1965

NIAGARA PARKS COMMISSION ATTENDANCE FIGURES  
at Park Facilities at Various Places in the Parks System 1961, 1964 and 1965

	<i>1961</i>	<i>1964</i>	<i>1965</i> *
Old Fort Erie - - - - -	54,299	68,722	71,157
Old Fort Erie Educational Tours - - - -	1,413	1,590	1,789
Tower Gallery - - - - -	85,887	101,960	116,230
Scenic Tunnel - - - - -	297,867	454,901	528,748
Incline Railway - - - - -	174,497	201,140	204,948
Potvin Museum - - - - -	23,565	18,240	18,685
Brock's Monument - - - - -	70,646	69,817	77,107
McFarland House - - - - -	4,179	3,470	2,932
Fort George - - - - -	67,678	70,661	78,890
Navy Hall - - - - -	18,441	20,594	23,347
Fort George Educational Tours - - - -	15,433	28,626	24,313
Charles Daley Park - - - - -	—	36,417	39,373
Gage House Museum Stoney Creek - - -	—	3,350	3,328
Golf Course - - - - -	38,803	42,077	43,835
Park Greenhouses - - - - -	230,000	222,550	208,273
Miller's Creek Campsite - - - - -	—	10,102	14,495
Oak Hall - - - - -	—	6,898	7,765
TOTALS - - - - -	1,082,708	1,361,115	1,465,215

Source: "Ontario's Tourist Industry"—Report by the Tourist Industry Committee of the Ontario Economic Council

\* Annual Report of the "Niagara Parks Commission"

TOURIST ESTABLISHMENTS AND NUMBER OF RENTAL UNITS IN ONTARIO  
LICENSED BY THE ONTARIO DEPARTMENT OF TOURISM AND INFORMATION  
AND THE LIQUOR LICENCE BOARD OF ONTARIO, 1950, 1955, 1960-1965

YEAR	TOURIST ESTABLISHMENTS			NUMBER OF RENTAL UNITS		
	Licensed by Ont. Dept. Tour. & Inf.(1)	Licensed by L.L.B.O.(2)	Total	Licensed by Ont. Dept. Tour. & Inf.(1)	Licensed by L.L.B.O.(2)	Total
1950 - - -	N.A.	N.A.	—	N.A.	N.A.	—
1955 - - -	7,164	N.A.	—	64,744	N.A.	—
1960 - - -	6,990	N.A.	—	73,699	N.A.	—
1961 - - -	7,103	1,018	8,121	75,790	32,104	107,894
1962 - - -	7,145	1,034	8,179	78,951	32,304	111,255
1963 - - -	7,181	1,076	8,257	83,650	35,392	119,042
1964 - - -	7,212	1,115	8,327	88,221	37,132	125,353
1965 - - -	7,108	1,140	8,248	91,830	39,663	131,493

Note: N.A. = Not available

Source: (1) Ontario Department of Tourism and Information, Annual Reports

(2) Liquor Licence Board of Ontario

TOURIST ESTABLISHMENTS AND RENTAL UNITS IN ONTARIO  
LICENSED BY THE ONTARIO DEPARTMENT OF TOURISM AND  
INFORMATION, 1965

TYPE OF ESTABLISHMENT	<i>Number of Establishments</i>	<i>Percentage</i>	<i>Number of Rental Units</i>	<i>Percentage</i>
Motel - - - - -	1,460	20.54	27,780	30.25
Motor Hotel - - - -	58	0.82	3,146	3.43
Cottage - - - - -	3,196	44.96	20,469	22.29
Cabin - - - - -	654	9.20	6,573	7.16
Lodges - - - - -	1,110	15.62	14,748	16.06
Hotel (& Inn) - - -	137	1.93	3,002	3.27
Tourist Homes - - -	124	1.74	1,291	1.40
Campsites - - - -	369	5.19	14,821	16.14
Total - - - - -	7,108	100.00%	91,830	100.00%

Source: Ontario Department of Tourism and Information Report for the year 1965

SEASONAL RESIDENCES (COTTAGES AND CABINS)  
SERVED BY ONTARIO HYDRO,  
1951, 1955 AND 1960-1965

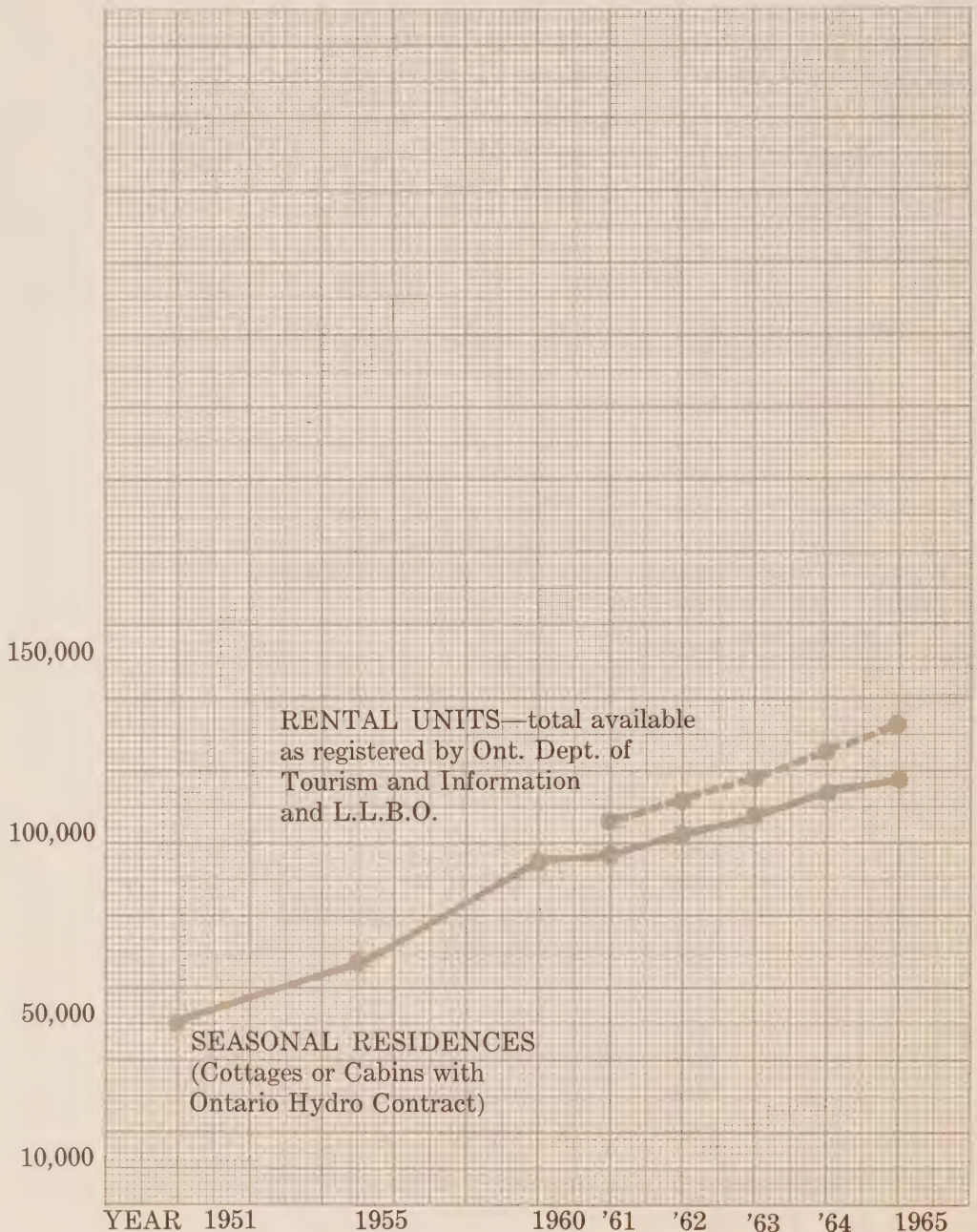
YEAR	<i>Number of Residences</i>
1951 - - -	49,913
1955 - - -	68,600
1960 - - -	95,196
1961 - - -	99,032
1962 - - -	103,415
1963 - - -	108,077
1964 - - -	112,455
1965 - - -	116,326

Source: Hydro-Electric Power Commission



NUMBER OF RENTAL UNITS AVAILABLE (Licensed by the Ontario  
Department of Tourism and Information and  
Liquor Licence Board of Ontario)  
AND NUMBER OF SEASONAL RESIDENCES  
(COTTAGES AND CABINS)  
WITH ONTARIO HYDRO CONTRACTS (1950, 1955, 1960-1965)

Number of Rental Units or Seasonal Residences



PUBLICATIONS AND ADVERTISING EXPENDITURES BY THE ONTARIO DEPARTMENT OF  
TOURISM AND INFORMATION

AND EXPENDITURES BY FOREIGN TOURISTS IN ONTARIO, 1963-1966

[AND COMPARISON WITH PROMOTION EXPENDITURES (1963-64) BY QUEBEC, CANADA  
(ALL PROVINCES COMBINED) AND CANADIAN GOVERNMENT TRAVEL BUREAU]

YEAR	Publications		Advertising	Total	Total Expenditure by Foreign Tourists in Ontario	Promotion Expenditures as Percentage of Total Expenditure by Foreign Tourists in Ontario
	(1)	(2)	(3)	(4)	$\frac{(3) \times 100}{(4)} =$	(5)
1963/64	- - - - -	\$ 415,972	\$ 458,662	\$ 874,634	\$327,000,000	0.267%
1964/65	- - - - -	370,676	487,676	858,352	362,200,000	0.237%
1965/66	- - - - -	342,315	657,052	999,367	398,800,000	0.251%
1966/67 (Estimated)	- - - - -	500,000	760,000	1,260,000	433,000,000	0.291%
1963/64—PROVINCE OF QUEBEC	318,938	559,871	878,809	(In Quebec) 106,600,000		0.824%
CANADA (All provinces combined)	1,649,198	2,017,949	3,667,147	(In Canada) 608,900,000		0.602%
CANADIAN GOVERNMENT TRAVEL BUREAU	520,373	1,995,738	2,516,111	608,900,000		0.413%

Sources: "Ontario's Tourist Industry"—Report by the Tourist Industry Committee of the Ontario Economic Council  
Dominion Bureau of Statistics

## VESSEL LICENSES ISSUED IN ONTARIO 1963, 1964, 1965

YEAR	Total for Year	New	Transfer	Outboard	Inboard	Auxiliary Sailing	Less than 18 Ft.	18 Ft. and Over	Accumulated Licenses Dec. 31, 1964	Total Licenses Issued
1963 - - -	26,855	18,328	8,527	24,072	1,954	829	23,432	3,423		
1964 - - -	24,432	16,735	7,697	21,873	1,750	809	21,397	3,035		
1965 - - -	25,847	17,854	7,993	23,084	1,858	905	22,642	3,205	288,005	313,852

Note: Breakdown by Port available Ontario Department of Tourism and Information.

The effect of licensing of Ontario small craft by the Federal Government commenced about 1950 so that the current cumulative figures represent 15 years of experience. A detailed analysis of each license for 1965 and sample analyses for 1963 and 1964 indicates that 68.5 per cent of the annual licenses issued represent new boats.

All boats powered by an inboard or outboard motor of 10 H.P. or more must be registered. Sailboats and other non-power boats are not required to be registered unless used in Toronto Harbour and in Canadian Canal Systems.

On balance, in considering the figure to be used for Ontario after the analysis of all data available, and discussion with licensing authorities, we have concluded that no less than 75 per cent of the licensed fleet represents the actual Ontario potential. For this reason, in estimating the number of boats available in any port, we suggest the use of a 75 per cent conversion factor from the listed accumulative licensed total.



# TOTAL U.S. POWER BOAT REGISTRATION BY GEOGRAPHIC AREA

AREA	<i>*Inboard Boats</i>	<i>Per Cent</i>	<i>*Outboard Boats</i>	<i>Per Cent</i>	<i>*Total Boats</i>	<i>Per Cent</i>
New England - - -	59.2	10.8	202.9	6.3	262.1	7.0
Middle Atlantic - - -	105.2	19.1	401.5	12.6	506.7	13.5
South Atlantic - - -	80.6	14.7	492.8	15.4	573.4	15.3
TOTAL EAST -	245.0	44.6	1,097.2	34.3	1,342.2	35.8
E. North Central - -	174.4	31.7	790.8	24.7	965.2	25.8
W. North Central - -	9.2	1.7	333.7	10.4	342.9	9.1
E. South Central - -	9.8	1.8	181.8	5.7	191.6	5.1
W. South Central - -	28.3	5.1	345.8	10.8	374.1	10.0
TOTAL MIDWEST -	221.7	40.3	1,652.1	51.6	1,873.8	50.0
Mountain - - - -	8.4	1.5	85.6	2.7	94.0	2.5
Pacific - - - - -	74.8	13.6	365.4	11.4	440.2	11.7
TOTAL WEST -	83.2	15.1	451.0	14.1	534.2	14.2
GRAND TOTAL -	549.9	100.0%	3,200.3	100.0%	3,750.2	100.0%

\*—In thousands

Note: Power boat registration figures differ from estimates of total boats afloat since some states have only recently required registration. Sailboats and other non-power boats are not registered.

Source: Mobil Oil Company—1962 Small Craft Market Survey

# SUMMARY OF DATA OBTAINED FROM THE MUSKOKA REGION SURVEY

September 15-October 15, 1964

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No. of Muskoka Region passenger cars - - - -	50,556
No. of Muskoka Region tourist-visitors - - - -	161,779
Total expenditure - - - - - - - - - - \$	5.9 million
Duration of visit - - - - - - - - - -	4.3 days
Size of party - - - - - - - - - -	3.2 persons
No. of tourist-days - - - - - - - - - -	695,650
Expenditures, per person, per day - - - - - \$	8.53
Expenditures, per person, per stay - - - - - \$	36.68
Expenditures, per party, per day - - - - - \$	27.29
Expenditures, per party, per stay - - - - - \$	117.35
No. of establishments—(Hotels/resorts, motels, cottages, cabins, or youth hostels) - - - - -	513

## ESTIMATED YEARLY TOTAL (1964)

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Estimated number of tourist-visitors per year - -	1.29 million
Estimated number of tourist-visitors per establishment - -	2,521
Estimated annual tourist expenditure - - - -	\$47.4 million

Source: "Analysis of Muskoka Region Travel Survey 1964" by Travel Research  
Branch, Ontario Department of Tourism and Information

A SUMMARY OF SELECTED TRAVEL CHARACTERISTICS OF  
TRIPS ORIGINATING IN METROPOLITAN TORONTO  
APRIL 1964 TO APRIL 1965

<i>Purpose</i>	<i>No. of Trips</i>
Business - - - - -	1,443,105
Personal, family, and friends' affairs - - - - -	2,733,282
Outdoor activities and recreation - - - - -	1,969,418
Other - - - - -	493,653
Total Number of Trips	6,639,458

<i>Destination</i>	
Ontario - - - - -	5,975,779
Rest of Canada - - - - -	255,931
U.S.A. - - - - -	356,238
Europe - - - - -	27,100
Caribbean and Latin America - - - - -	20,474
Far East and Middle East - - - - -	3,936
Total Number of Trips	6,639,458

	<i>Non-Business Trips</i>	<i>Business Trips</i>
<i>Size of Party</i>		
1 person - - - - -	9.5%	71.0%
2 persons - - - - -	25.2	14.6
3 persons - - - - -	16.6	4.0
4 persons - - - - -	21.8	3.5
5 or more persons - - - - -	24.3	4.1
Did not state - - - - -	2.6	2.8
	100.0%	100.0%

<i>Duration of Trip</i>		
1 day or less - - - - -	60.0%	60.6%
1 night - - - - -	11.0	10.2
2 to 3 nights - - - - -	18.0	14.1
4 to 9 nights - - - - -	5.5	12.0
10 or more nights - - - - -	4.6	2.8
Did not state - - - - -	0.9	0.3
	100.0%	100.0%

<i>Means of Transportation</i>		
Automobile - - - - -	94.28%	79.90%
Bus - - - - -	2.50	1.95
Air Carrier - - - - -	1.95	17.00
Railway - - - - -	1.80	2.78
Other - - - - -	1.55	2.68
Did not state - - - - -	1.28	1.00
	103.36%	105.31%



# SUMMARY OF SELECTED TRAVEL CHARACTERISTICS—(continued)

<i>Average Expenditure per Trip</i>	- - - - -	\$40.51	\$70.09
<i>Average Expenditure per trip per person per day</i>	- - - - -	\$ 5.51	\$21.90
<i>Average Number of persons on trip</i>	- - - - -	3.5	1.6
<i>Average Number of days on trip</i>	- - - - -	2.1	2.0
<i>Average Number of trips per household</i>	- - - - -	—12.34—	
<i>Average Distance Travelled by Passenger Car Parties per trip</i>	- -	243 miles (approx)	

## AVERAGE ANNUAL EXPENDITURE

on travel per family in Metropolitan Toronto - - - - - \$500 (approx)  
 (Direct disbursements on trips only, amortization of cars, boats,  
 cottages and similar items not included)

## AVERAGE ANNUAL INCOME PER FAMILY

in Metropolitan Toronto (1964) - - - - - \$7,000 (approx)

## TRAVEL EXPENDITURE

(direct disbursements only)

in per cent of Average Annual Family Income - - - - - 7.14%

Source: "An Analysis of the Travel Habits and Expenditures of Metropolitan Toronto Households, 1964-65, by Travel Research Branch, Ontario Department of Tourism and Information."







E12. 18-8-67



